
International Marketing Management

2020-21

Professor: Valentí Camps

Guest Professor: Alberto Lempira Guevara

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Office hours: by appointment

Course Type: Compulsory

Credits: 3 ECTS

Term: 2nd

Course Description

International Marketing course focuses on challenges and opportunities of marketing new and existing products and services to the global marketplace. It builds on the knowledge acquired in former academic courses and applies key marketing concepts in the international business context. It introduces students to international-level strategic and operational marketing tools and decision and influence techniques for international markets.

Objectives

The course accomplishes its objectives through lectures, analyses and discussions of real business cases of actual global marketing issues, and through the establishment of a company's international marketing strategy. It pays special attention to variations from home-country marketing and to strategies used by international marketers. Specifically, the course analyzes the impact of cultural, economic, technological, political, and legal differences on the international marketing process.

On successful completion of this course students should be able to:

- Understand the nature of international marketing strategy and its linkages to corporate strategy vis-à-vis local and national marketing strategy
- Develop analytical frameworks in the screening of national markets defining the key factors in the firm's internationalization process by evaluating the international business environment, stressing particularly the economic and cultural dimensions
- Discuss the complexities and paradoxes that are prevalent in so many successful and failing international marketing operations
- Explore the tensions in adopting a global standardized action as opposed to a locally responsive action in international marketing and relate these to the overall corporate strategy of companies

Int'l Marketing Plan final submital and oral presentation	Throughout the course	X		X			Application and synthesis	X	X	20%
Final Exam (A minimum score of 4 is required)	Exam week	X		X			Conceptual and synthesis	X		40%

Students need to obtain a **minimum of 4 in the final exam** to pass the course. This condition applies to both the regular exam and the retake exam. The final course grade of students that do not obtain a minimum of 4 in the exam will be the minimum between 4 and the final grade computed from the different evaluation elements (with the weights set above).

Students that fail the evaluation of the course will have a retake exam opportunity that will be programmed in accordance with the academic calendar. If a student has to retake the exam, his **maximal grade for the course will be a 5**.

Students are required to attend 80% of classes. Failing to do so without justified reason will imply a Zero grade in the participation/attendance evaluation item and may lead to suspension from the program

Students who fail the course during the regular evaluation are allowed ONE re-take of the evaluation, in the conditions specified above. If the course is again failed after the retake, the student will have to register again for the course the following year.

In case of a justified no-show to an exam, the student must inform the corresponding faculty member and the director(s) of the program so that they study the possibility of rescheduling the exam (one possibility being during the "Retake" period). In the meantime, the student will get an "incomplete", which will be replaced by the actual grade after the final exam is taken. The "incomplete" will not be reflected on the student's Academic Transcript.

Plagiarism is to use another's work and to present it as one's own without acknowledging the sources in the correct way. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at any UPF BSM Master of Science and signing the "Honor Code," students acknowledge that they understand the schools' policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program."

Calendar and Contents

Total number of hours committed: 30h of class + 45h of out-of-class work

Timetable: Tuesday 09.30 – 13.00

Topic 1 (Jan,12th): The Global Marketing Imperative

Topic 2 (Jan,19th): Introduction to Digital Marketing: state of the art.

Topic 3 (Jan,26th): International Marketing Macro and Micro-environment

Assignment: International Marketing Plan background

Topic 4(Feb,2nd): Digital Marketing: Planning and setting up the scope of an International digital strategy.

Topic 5 (Feb,9th): International segmentation, targeting and positioning. Strategic Planning

Assignment: Int'l Marketing Plan Partial Submittal

Topic 6 (Feb,16th): Global Product Management and Branding

Topic 7 (Feb,23rd): Global Pricing

Assignment: Case HENKEL

Topic 8 (March,2nd): Digital Marketing: Implementation, measurement and best practices. Differentiating audiences and markets.

Topic 9 (March,9^d): Global Sales Management. Global Promotional Strategies

Topic 10 (March,10th):

Assignment: Case WAL-MART IN EUROPE

Assignment: Int'l Marketing Plan Final Submittal

Final Exam (Date: To be confirmed)

